

# WELCOME

Ramona Town Center Housing Workshop  
December 6, 2004

## OVERVIEW & RECAP

- **BACKGROUND-** Town Center Planning
- **HOUSING-** Why discuss it?
- **MIXED USE-** Relationship to housing
- **DESIGN & ARCHITECTURE-** Overview of previous workshops
- **Summary of Opportunities & Challenges**

# BACKGROUND

## Town Center Planning

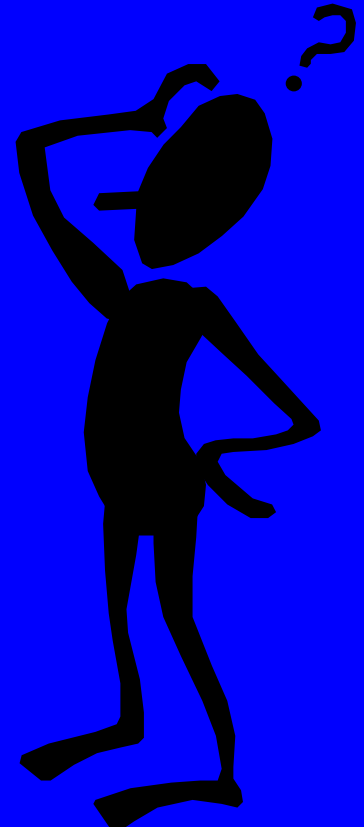
### **RAMONA DESIGN WORKSHOPS:**

- June 13<sup>th</sup> & 14<sup>th</sup>, 2003
- February 25<sup>th</sup>, 2004
- October 4<sup>th</sup>, 2004
- October 27<sup>th</sup>, 2004

# BACKGROUND

## Town Center Planning

**Why hold town center workshops  
in Ramona?**



Why hold town  
center workshops  
in Ramona?

# BACKGROUND

## Town Center Planning

**1) Protect Community Character-** Prevent the careless, “hodge-podge” development that has taken place in the past.



Why hold town  
center workshops  
in Ramona?

# BACKGROUND

## Town Center Planning

**2) Shape the Future**- As a community, create rules and regulations that will apply to future development (building location, type, use, design, landscape, etc.)

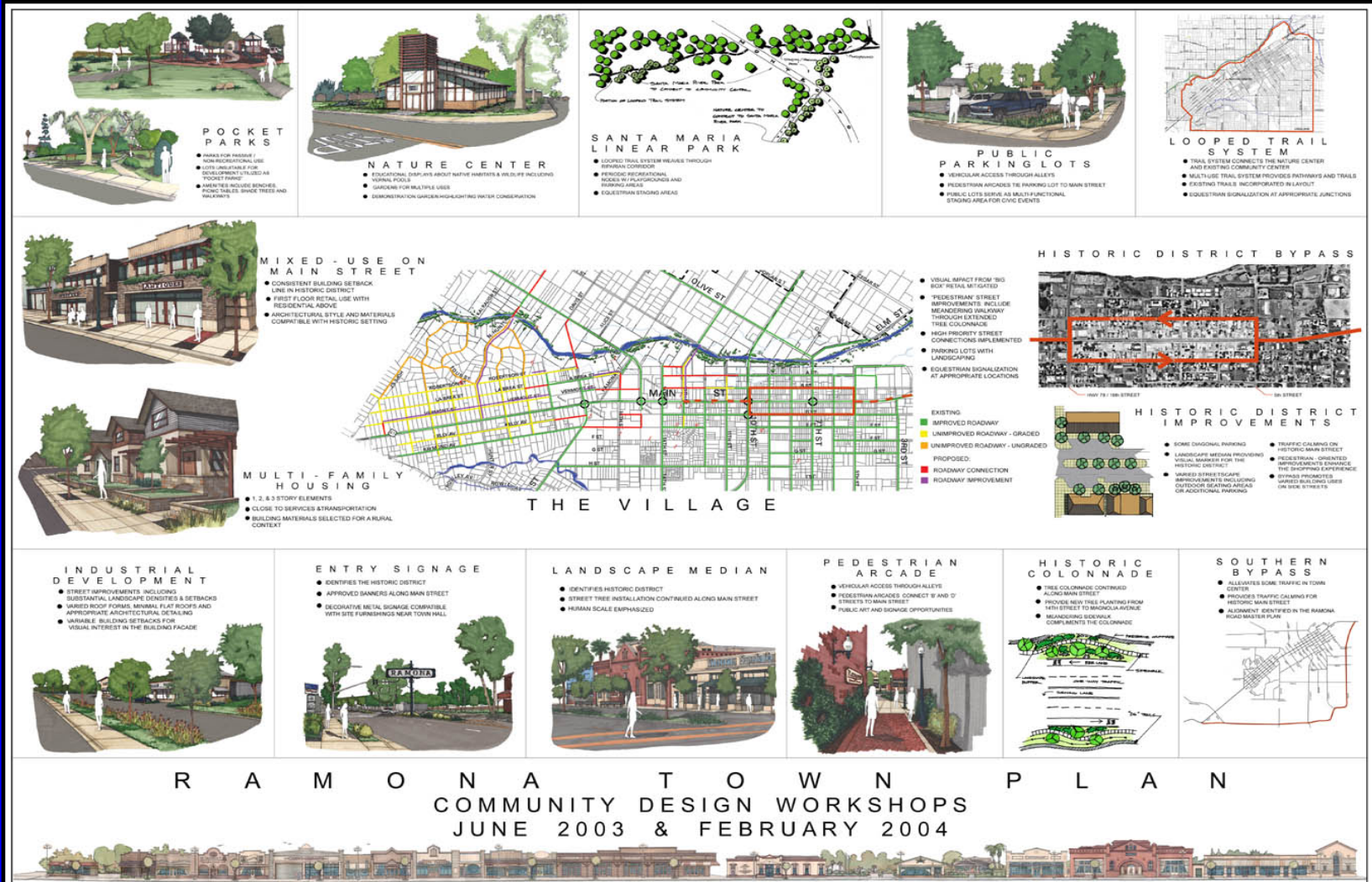
(Vision quote....)



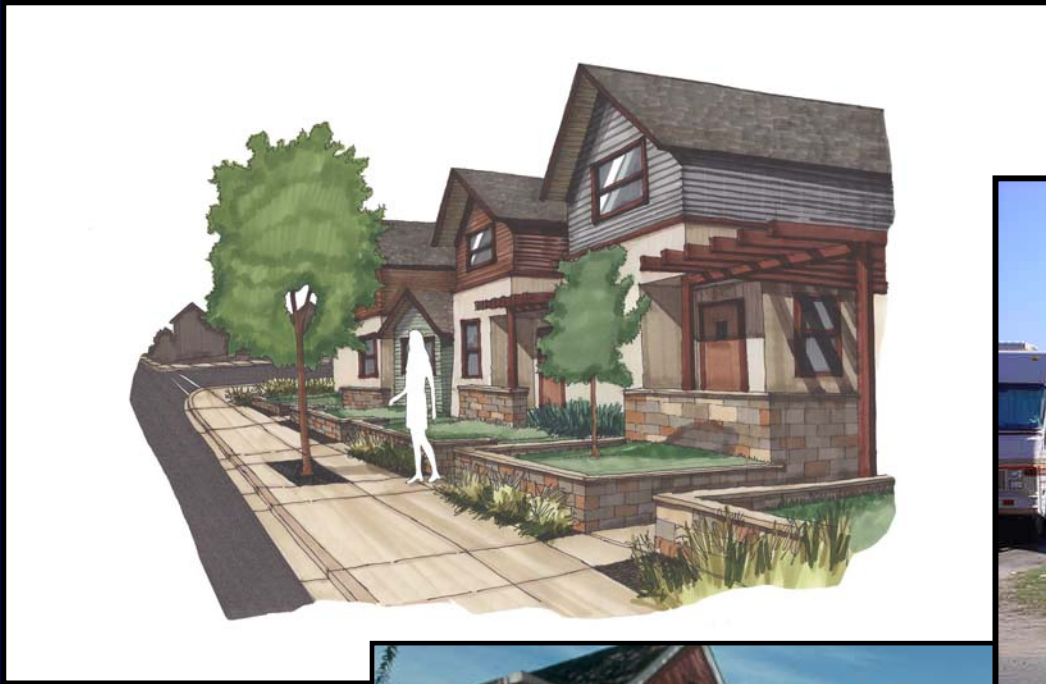


# BACKGROUND

## Town Center Planning



# HOUSING- Why discuss it?



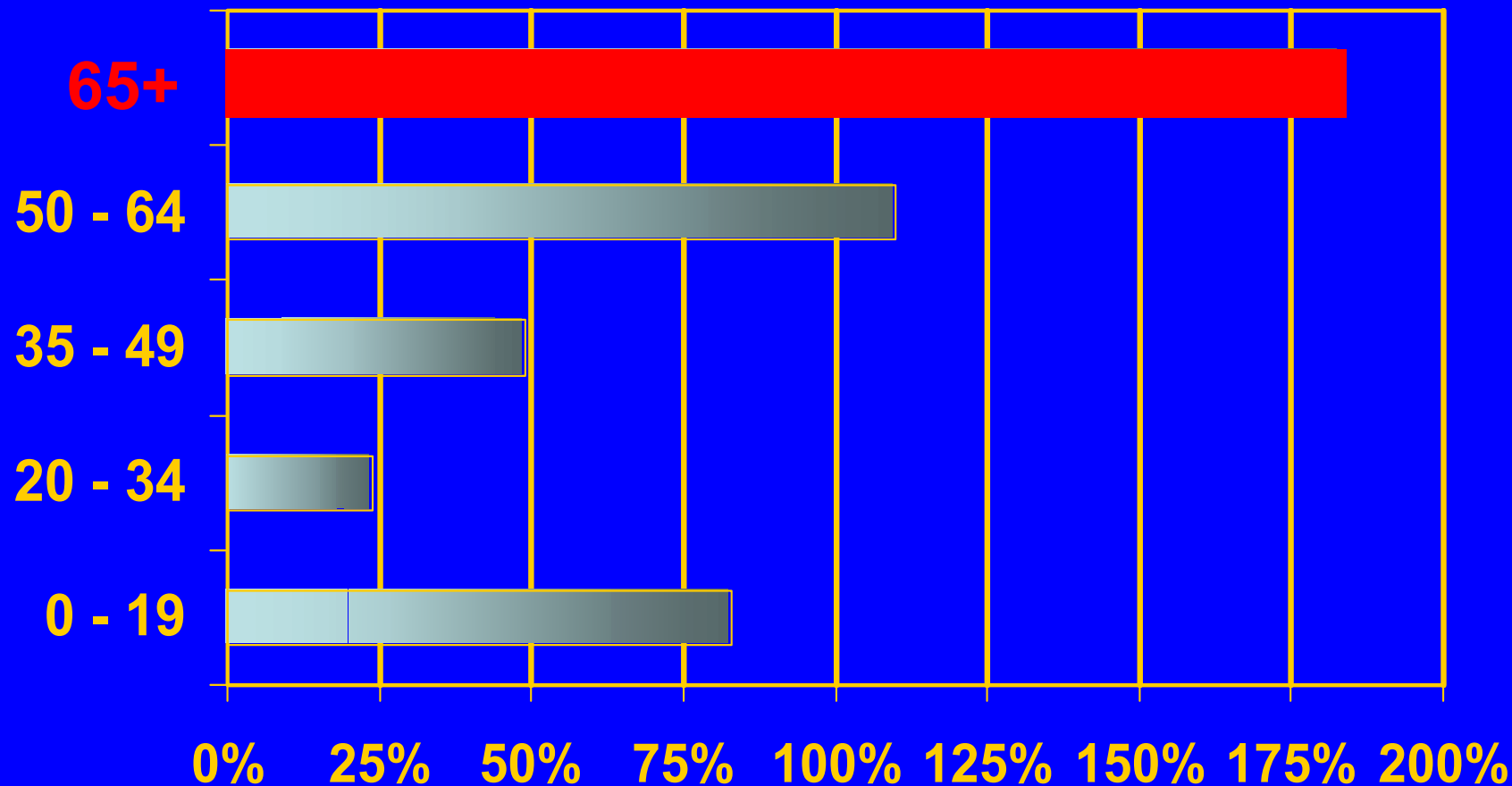
# HOUSING- Why discuss it?





# SENIOR HOUSING

## California's Graying Population Percentage Growth By Age Group 1990 - 2030



Housing- Why  
discuss it?

# WORKFORCE & ENTRY- LEVEL HOUSING

## Average Wages Less Than Median Income



# WORKFORCE & ENTRY- LEVEL HOUSING

## Average Incomes in SD County that are below the Median

<b>Moderate</b>	Registered Nurses	\$60,358
	Fire Fighter/Paramedic	\$58,995
	Police and Sheriff's Patrol Officers	\$58,053
	Elementary School Teachers	\$52,914
<b>Low</b>	Medical and Public Health Social Workers	\$44,140
	Construction Workers	\$33,196
<b>Very Low</b>	Retail Salespersons	\$25,345
	Office Clerks, General	\$24,594
	Janitors and Cleaners	\$20,940
	Waiters and Waitresses	\$18,194

Housing- Why  
discuss it?

# WORKFORCE & ENTRY- LEVEL HOUSING

## 2 MODERATE INCOMES



**Can afford a Single-Family Home**  
**Only if it's priced *below* median of \$550,000**  
**(with 20% down payment)**



**Housing- Why  
discuss it?**

# **WORKFORCE & ENTRY- LEVEL HOUSING**

**1 MODERATE + 1 VERY LOW INCOME**

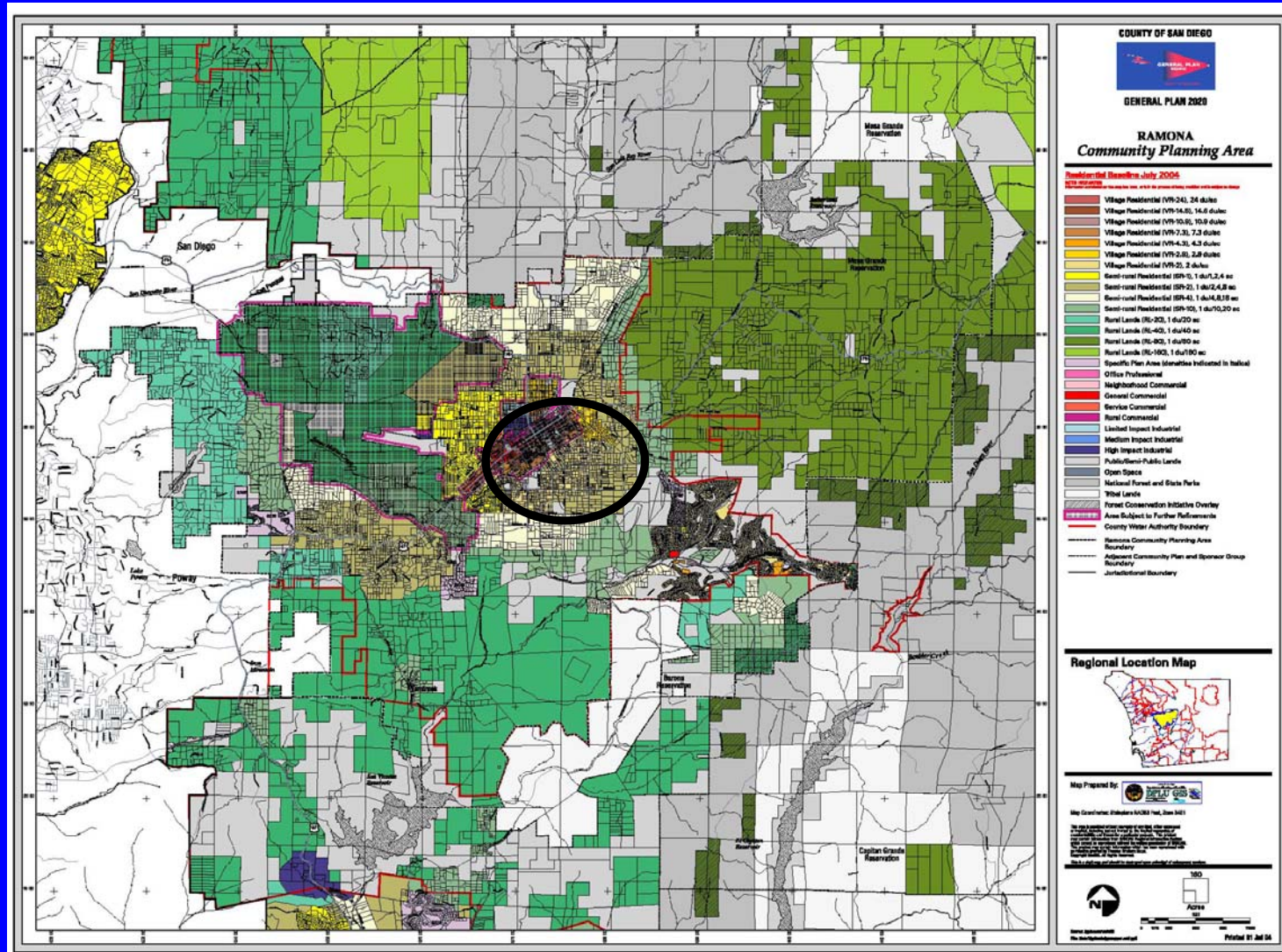


**Cannot afford a median-priced  
Condominium at \$380,000.**

**Cannot afford a single-family home.**

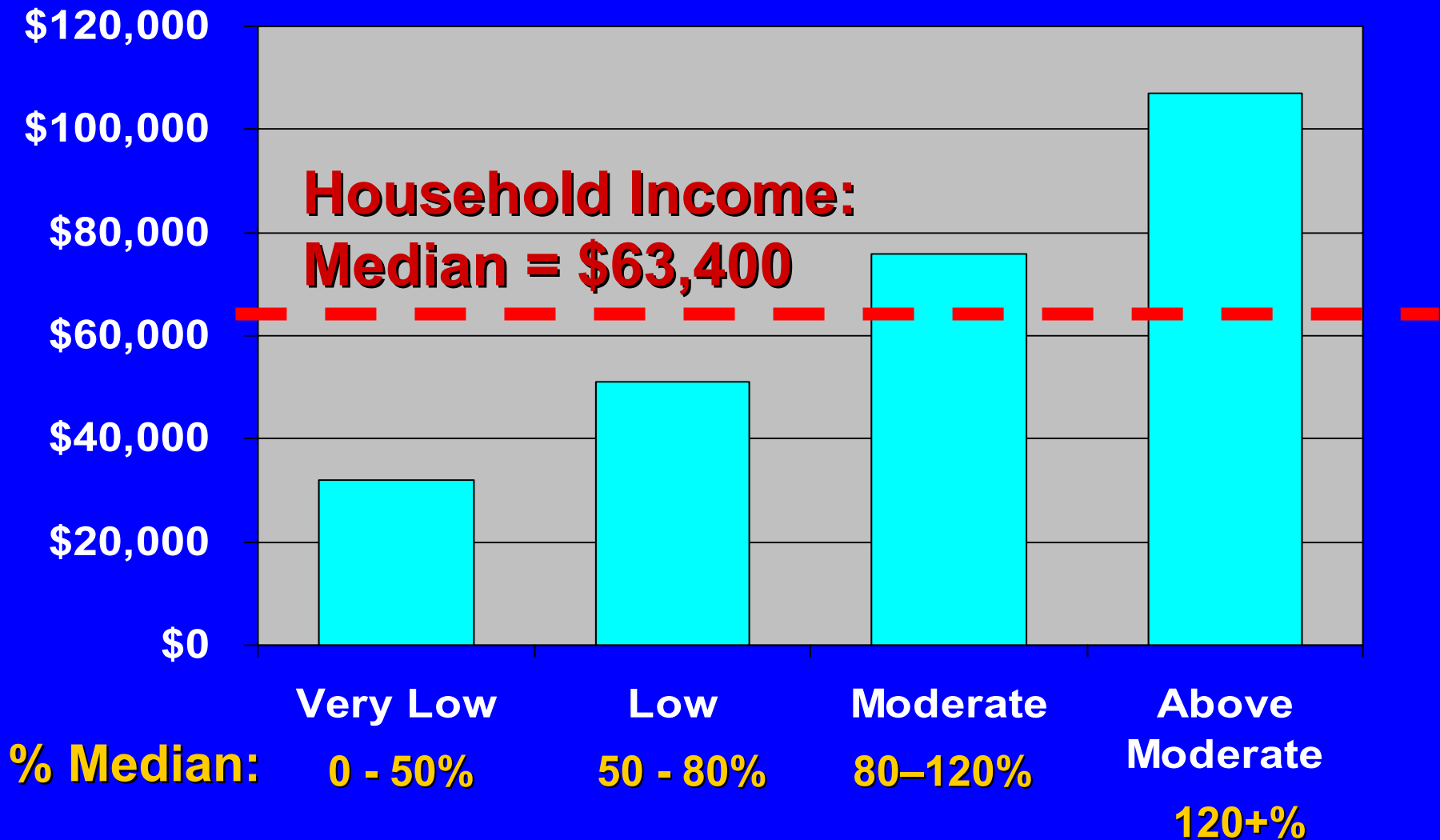
Housing- Why  
discuss it?

# WORKFORCE & ENTRY- LEVEL HOUSING

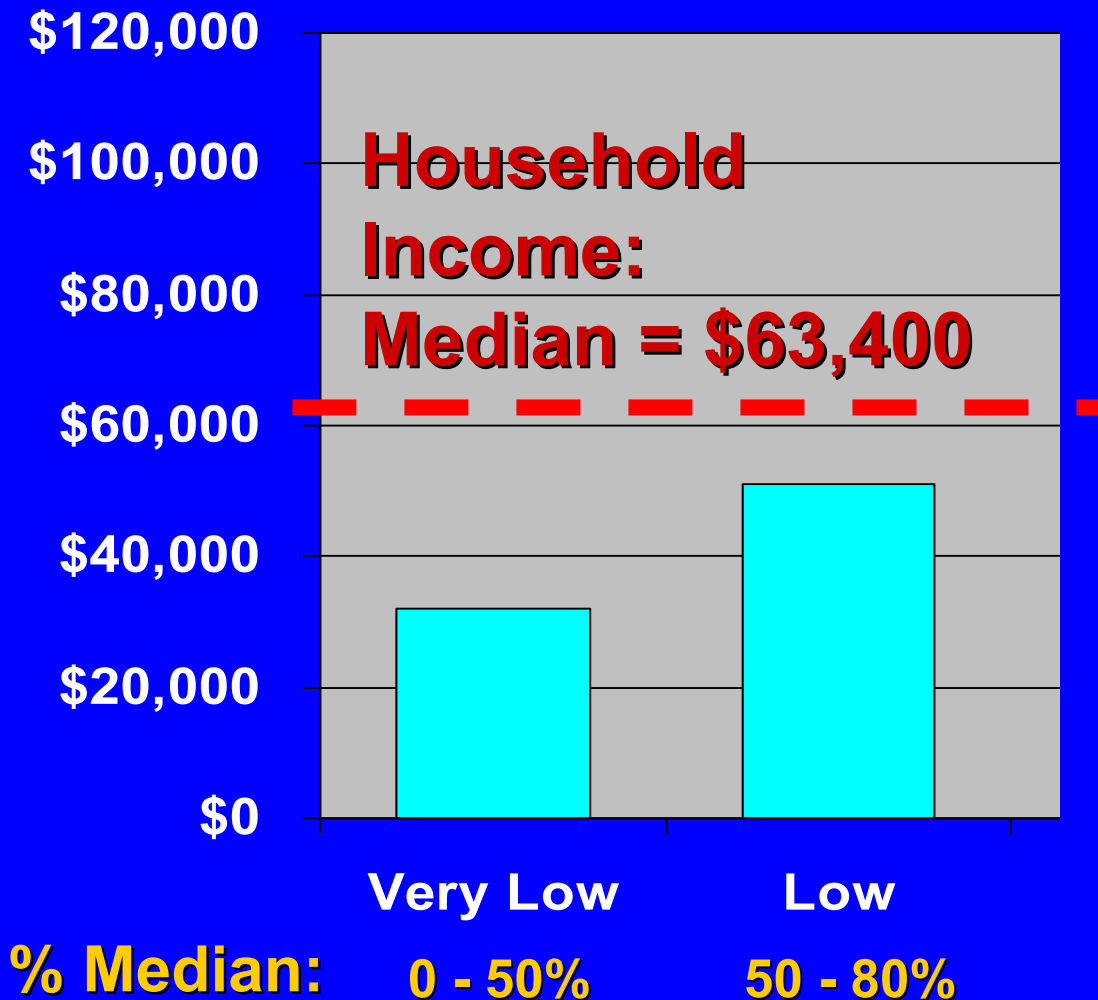


Housing- Why  
discuss it?

# HOUSING REQUIREMENTS



# HOUSING REQUIREMENTS



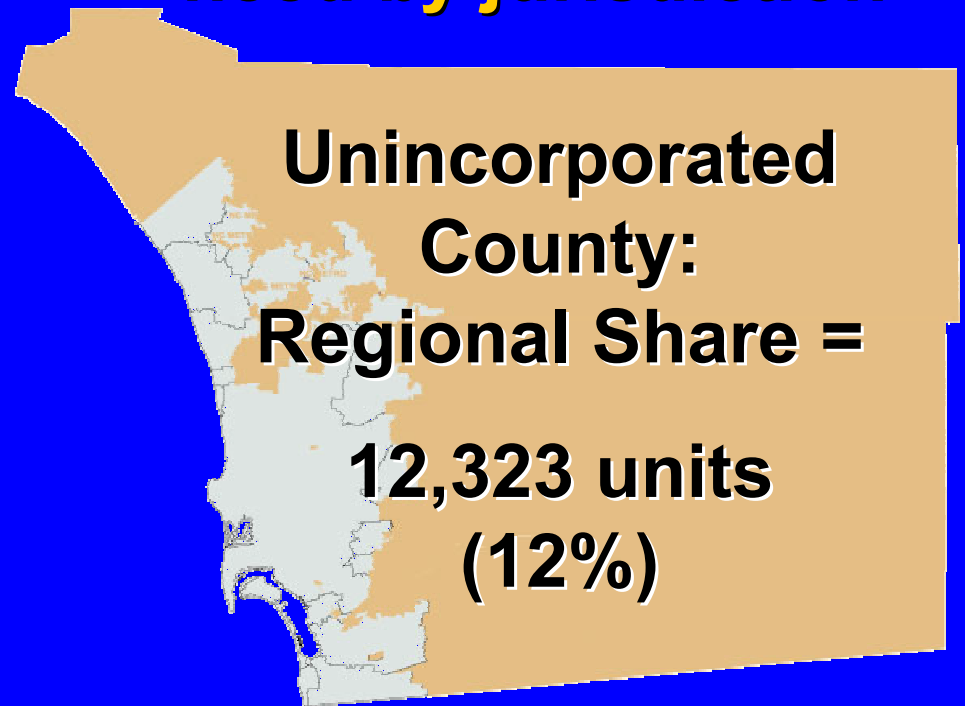
**40%** of San Diego households have incomes categorized as low or very low (\$50,720 or less per year).



# HOUSING REQUIREMENTS

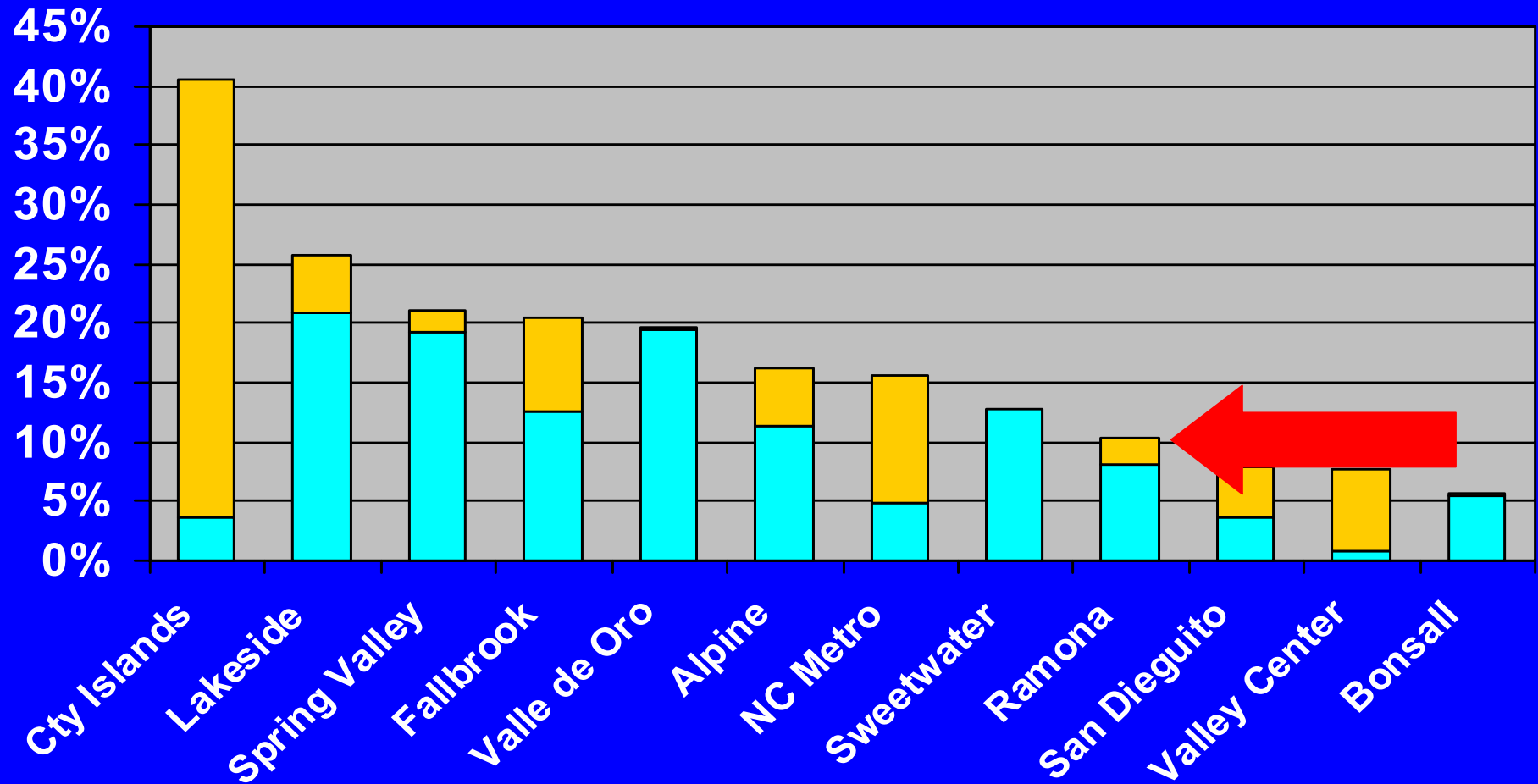
San Diego	45,613
Chula Vista	17,176
Unincorporated Area	12,323
Carlsbad	8,353
Oceanside	6,404
San Marcos	6,237
Escondido	2,429
Vista	2,262
Encinitas	1,707
Santee	1,377
Poway	1,239
El Cajon	619
La Mesa	394
National City	318
Lemon Grove	241
Solana Beach	131
Imperial Beach	88
Coronado	64
Del Mar	26

**SANDAG**  
determines housing  
units for region and  
distributes housing  
need by jurisdiction



Housing- Why  
discuss it?

# HOUSING REQUIREMENTS



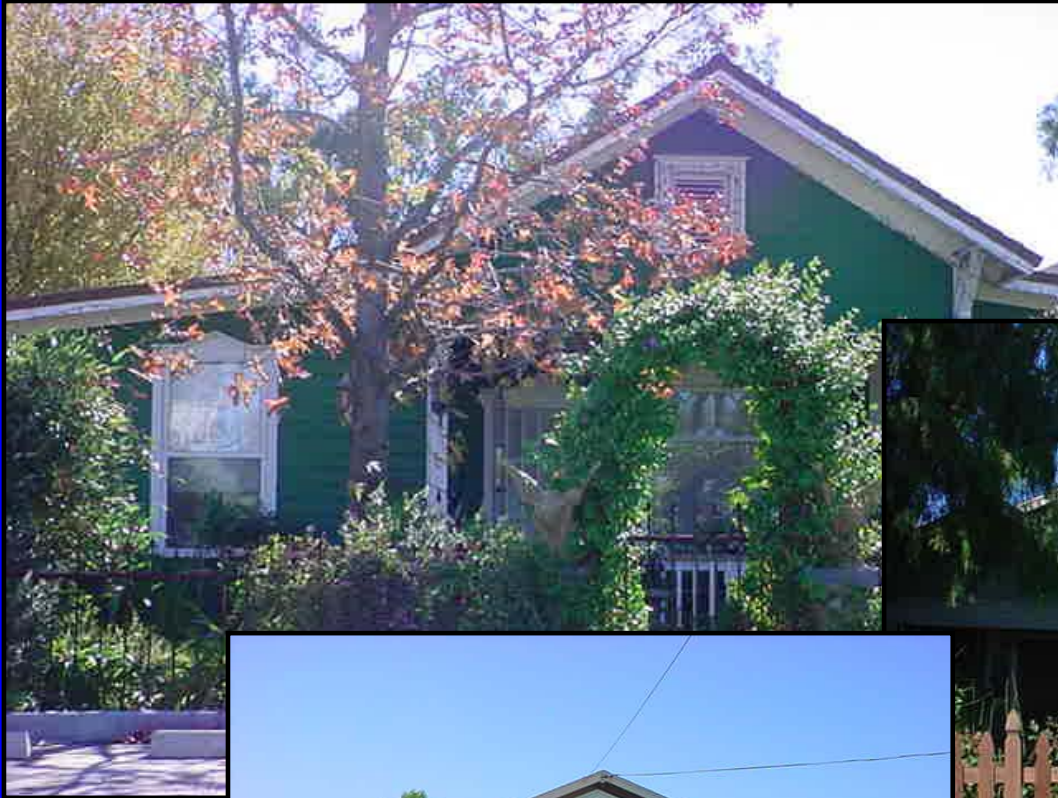
Existing  
Source:  
SANDAG

■ % Future Housing @ Multi-Family Density  
■ % Existing Multi-Family Housing

# MIXED USE

- There is *mixed use* in Ramona today???
- Community reasons for seeking additional mixed-use opportunities

# MIXED USE





# MIXED USE



# MIXED USE

## Community Reasons for seeking Mixed Use:

- Incubate small businesses
- Aesthetics & Pedestrian Comfort
- Street Vibrance & Economic Vitality  
*(housing nearby also supports this)*
- Safety- “Eyes on the Street”

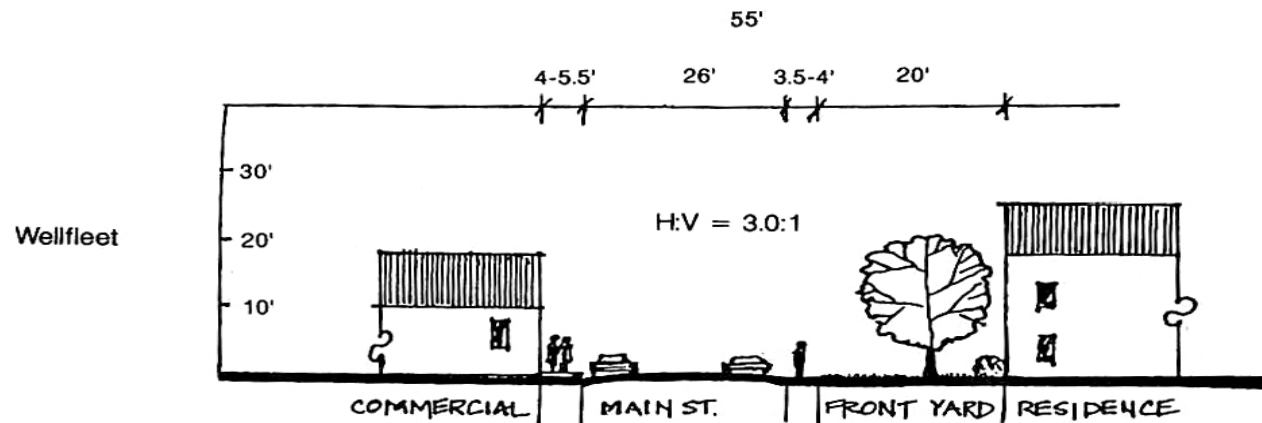
Mixed Use

# Aesthetics & Pedestrian Comfort

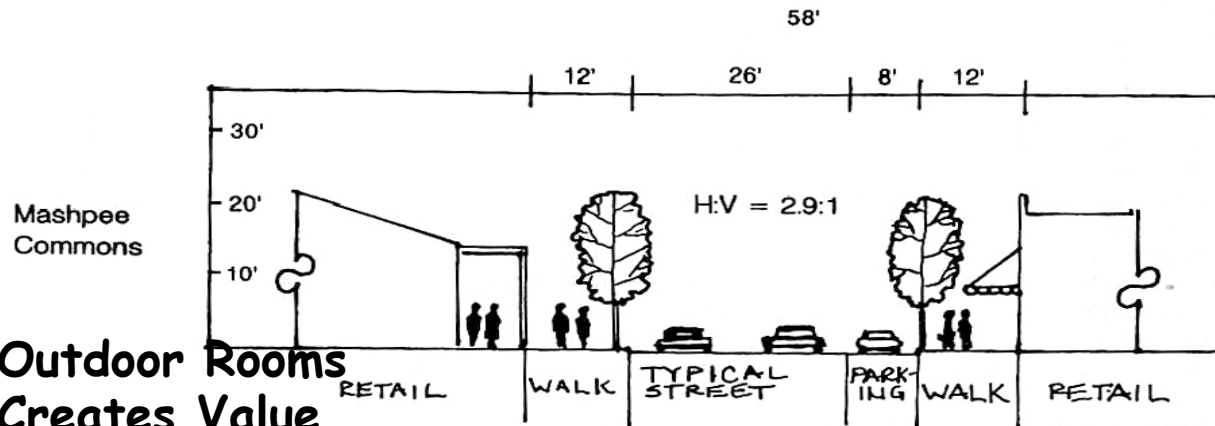


# Aesthetics & Pedestrian Comfort

## Shopping Streets as "Outdoor Rooms"



### Heights - Width Ratios



### Outdoor Rooms Creates Value.

Figure 9-11. Streetscape cross-section comparisons showing similar width:height ratios in a historic town center and in a neo-traditional mixed-use development, both on Cape Cod. The proportions of the "outdoor rooms" created in new developments are basic elements of the type of character these places will possess, yet they are among the least regulated aspects of commercial or mixed-use development design. Source: Nigrelli, 1990.



# Aesthetics & Pedestrian Comfort

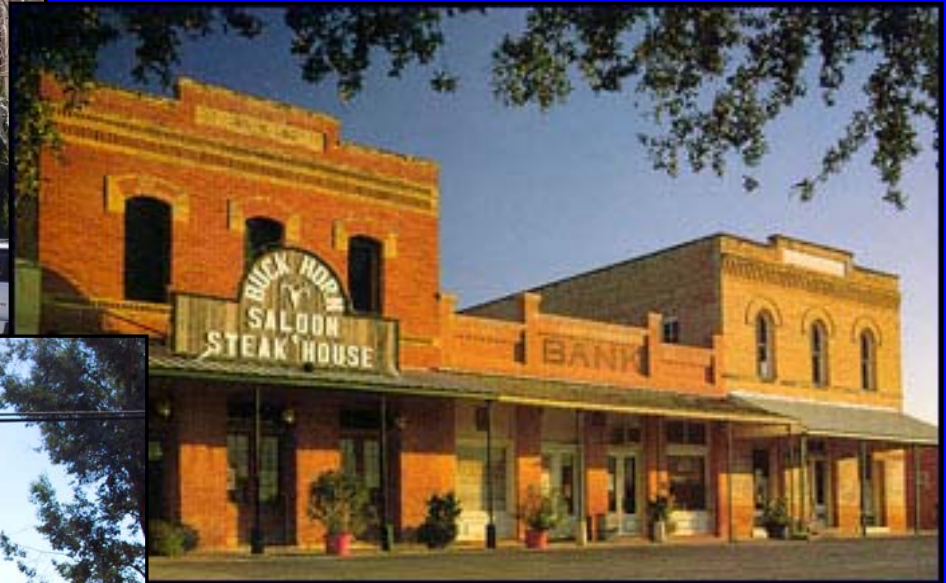
## Height to Width Ratios for Street Enclosures

- Alexander et. al 1:1 ideal
- Hedman 1:1-1:2 ideal
- Lynch & Hack 1:4 minimum  
1:2- 1:3 ideal
- Duany & Plater-Zyberk 1:6 minimum
- A. Jacobs 1:2 minimum  
1:1 ideal

# Aesthetics & Pedestrian Comfort

Varied Building Heights

*Create Visual Interest*



3rd Story to Create

**PROPORTIONALITY**

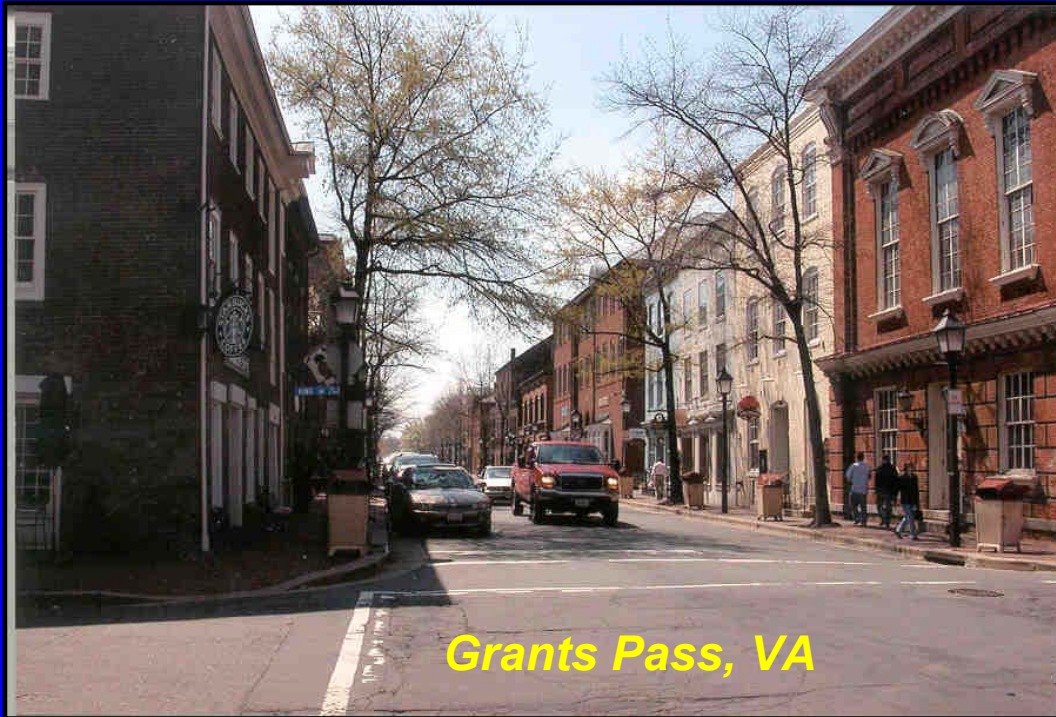
to street width





Mixed Use

# Aesthetics & Pedestrian Comfort



# Street Vibrance & Economic Vitality

- Assuming houses are within 1/4 mile radius (5-10 minute walk) of retail...
- ...and that each household can support approximately 15 sq. ft. of retail...
- Convenience shopping and services would require nearby housing at the following densities:
  - Compact single family homes (6,000 sf. lot) to support 10,000 sq. ft. retail
  - Triplexes- apartments to support 25,000 sq. ft. retail





Mixed Use

# Safety- "Eyes on the Street"



# ARCHITECTURE & DESIGN





# ARCHITECTURE &



# DESIGN GUIDELINES





# EFFECTIVE DESIGN IN THE COMMUNITY



# EFFECTIVE DESIGN IN THE COMMUNITY



**6<sup>th</sup> & Main**



**10<sup>th</sup> & Main**

# OPPORTUNITIES & CHALLENGES

- **ACHIEVE HOUSING GOALS OF VISIONING WORKSHOPS**
  - Senior Housing
  - Entry-level housing
- **MIXED USE**
  - Housing Options
  - Enhance vitality, beauty, and safety in town center
- **MEET STATE HOUSING REQUIREMENTS**
- **DESIGN & ARCHITECTURE**
  - Regulate housing & mixed use to work for & improve your community